



*We're the first to admit  
you can buy cheaper looseleaf binders,*

**BUT YOU'LL NEVER BUY BETTER—FOR LESS!**

You're not expected to take our word for this. Just go shopping . . . AND COMPARE! Use this letter as a check list, and when you're evaluating metal looseleaf binders, LOOK AT---

**THE QUALITY OF THE METAL USED.**

There is no metal looseleaf binding stronger than GBC's precision-made, alloy-steel, high-gloss, nickel-plated binding.

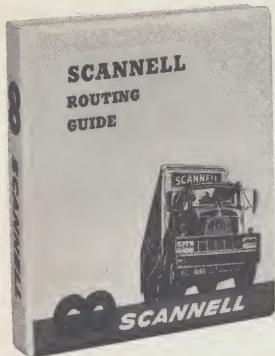
**THE HOLDING POWER OF THE RINGS.**

GBC binders will accommodate any kind and weight of paper, and the pages won't tear out---because the multiple rings have EIGHT TIMES GREATER HOLDING POWER than conventional bindings. In cycling tests by an independent laboratory, looseleaf paper in 3, 7, and 19-ring binders was turned at 30 cycles per minute through 180° on the rings, with simultaneously-applied diagonal pull at 0.75 lbs. at the top corner. Average cycling life of the paper was: 3 rings, 26 cycles; 7 rings, 271 cycles; 19 rings, 1,206 cycles!

**THE EXTRAS.** Windows, overlays, special pockets, index dividers, and imprinting are some of the extras that are available when you use GBC binders. You can order from a wide variety of standard sizes and styles . . . or have a binder made up to suit your organization's specific needs.



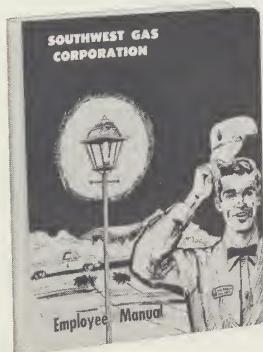
**THE APPEARANCE AND DURABILITY OF THE COVERS.** GBC binders are available in a choice of three, handsome cover materials . . . and in almost any color you desire.



One GBC cover material looks like hand-stitched leather.



One is so tough you can't tear it even  
when it's cut part way with a knife!



All three cover materials stand up under hard usage, and wipe clean with a damp cloth.

You'll see what we're talking about when you look over the new, four-color folder on GBC looseleaf binders. Then, for some "hot" ideas on how to use them, consult the new GBC IDEAS HANDBOOK. Both publications are yours for the asking . . . simply fill out the enclosed reply card and drop it in the mail.

Cordially,

Paul A. Jason

Paul A. Jason /  
National Sales Manager

*Yours  
for the asking...*



359A-125-765



# GENERAL BINDING CORPORATION

1101 SKOKIE BOULEVARD, NORTHBROOK, ILL. 60062

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PERMIT NO. 47  
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*Yours for the asking*

**tell us more...**

about GBC METAL LOOSELEAF BINDERS. We'd like to see:

- the GBC IDEAS HANDBOOK, and other descriptive literature. Send us complimentary copies, please.
  - samples of metal looseleaf binders that would be suitable for: \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

## ORGANIZATION

**ADDRESS**

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PLEASE PRINT OR TYPE**